

## TOURISM ADVISORY BOARD RECOMMENDATIONS - RISK MATRIX – ANNEX A

Issue/Risk	Consequences if allowed to happen	Likelihood	Impact	Mitigation	Mitigated Likelihood	Mitigated Impact
Complaints regarding customer experience at accommodation booked through TICs cannot be dealt with if the establishment is not Quality Assured.	Potential risk to reputation of complaints and demands for compensation, if accommodation is not up to standard. (There is no legal basis to compensation, but this does not prevent an unsatisfied customer demanding it.)	<b>3</b>	<b>C</b>	Ensure that the booking documentation is clear about standards and ensure TIC staff receive regular training in customer service. Refer any complaints about 'Y charter' properties to Welcome To Yorkshire for investigation.	<b>2</b>	<b>B</b>
If the website is not maintained, there is a risk of loss of customer base. Areas of Ryedale not represented on the website.	Potential visitors will quickly lose patience and select an alternative location. Loss of income to local economy.	<b>4</b>	<b>C</b>	Ensure website is up to date and fit for purpose and give full representation to Ryedale.	<b>1</b>	<b>A</b>
The ERDF bid is not successful or does not include areas of Ryedale	Loss of potential investment in tourism businesses.	<b>4</b>	<b>C</b>	RDC closely involved in bid development and represented on the Board to ensure full benefit to area is realised.	<b>2</b>	<b>B</b>
Malton TIC relocation potential loss of customer base	Reduced footfall and contact with customers	<b>3</b>	<b>C</b>	Publicity arranged regarding the relocation and letters to all database customers.	<b>1</b>	<b>A</b>

Score	Likelihood	Score	Impact
1	Very Low	A	Low
2	Not Likely	B	Minor
3	Likely	C	Medium
4	Very Likely	D	Major
5	Almost Certain	E	Disaster